Elongated Coins from the 1935-1936 California Pacific International Exposition: Historical and Biographical Context

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Abstract

The California Pacific International Exposition (CPIE) was held in 1935 and 1936 in San Diego, and was intended to promote economic development and tourism during the Great Depression. By this time, elongated coins were a fixture of American expositions, and at least eight major varieties of this low-cost souvenir were produced at the CPIE. Here, using archival documents, I show that a concession named "Penny Crushers" operated by Joseph F. Callahan was the source of CPIE elongateds. These documents, largely derived from exposition insurance records, reveal that there were two elongated coin machines present and additionally provide insight into the legal and financial arrangements between Callahan and exposition organizers. Together, this work adds to documentary knowledge of early exposition elongated coin production.

The California Pacific International Exposition (CPIE), also referred to as America's Exposition, was held May through November 1935 and February through September 1936 in San Diego, California.[1] San Diego previously hosted the Panama-California (International) Exposition in 1915-1916, a minor fair that was largely overshadowed by the concurrent Panama-Pacific International Exposition in San Francisco.[2] In the mid-1930s, although the country was in the grips of the Great Depression, the Century of Progress International Exposition held in Chicago (1933-1934), was a success, attracting about 40 million visitors.[3] Frank Drugan, a Chicago newspaperman who had recently relocated to San Diego, championed the CPIE as civic and business leaders sought to attract tourism and economic activity to the southwest.[4]

The exposition was held in Balboa Park, the same site as in 1915-1916. Buildings remaining from the earlier fair were reused, and several new buildings were constructed. The federal government played a prominent role in the exposition, providing construction workers and financing through New Deal relief programs, and operating the Federal Building, the Civilian Conservation Corps exhibit in the Palace of Natural History, and the three-acre "Modeltown" display adjoining the Palace of Better Housing.[5] Private industry was also well represented, with two of the architectural standouts of the exposition being the Standard Oil Tower and Ford Building (later rebranded the Palace of Transportation), an enormous cylindrical example of "modern industrial architecture."[6]

Additional exhibits were located in the Botanical Building and the Palaces of Fine Arts, Science, Medical Science, and Education; entertainment was provided at the Organ Amphitheater, Old Globe Theatre, Ford Music Bowl, Midway (amusements), and Gold Gulch, a reproduction of a mining town.[7] Admission to the exposition was 50 cents for adults and 25 cents for children.[8] In the 1935 season, attendance was approximately 4.8 million; in 1936 it was 2 million.[9]

Figure 1. Brochures advertising the Exposition. Collection of the San Diego Public Library–Special Collections; author's photographs.

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Description of Elongateds

Eight major varieties of elongated coins from the CPIE are known. In *Yesterday's Elongateds*, Lee Martin and Dottie Dow cataloged these pieces under the heading CAL-AE (using the abbreviation for America's Exposition).[10] Given the similitude in engraving styles, it is likely the same engraver prepared all dies.

CAL-AE-1 depicts the California Tower, which was constructed for the 1915 exposition, along with other buildings and the inscription AMERICA'S EXPOSITION / SAN DIEGO / 1935. The California Tower was featured on an elongated coin from the earlier San Diego exposition,[11] and on the reverse of the commemorative half-dollar issued by the United States Mint for the CPIE.[12] CAL-AE-1 was the only CPIE variety illustrated in the first catalog of elongated coins, Lenard L. Babin's 1961 *Elongated Rolled Out Cents* (**Figure 2A,B**). CAL-AE-1a is a minor variety in which the date has been re-engraved to 1936 (**Figure 2C**).

CAL-AE-2, the only vertically-oriented elongated produced at the CPIE, includes a depiction of the California Tower within a circular medallion (**Figure 3**). The design of CAL-AE-3 is a similar depiction of the California Tower to CAL-AE-1, but the inscription reads CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION / SAN DIEGO / 1935. Again, minor variety CAL-AE-3a has a date change to 1936 (**Figure 4**).

CAL-AE-4 and 4a depict the Gold Gulch Days of '49 Camp. In this case, minor variety CAL-AE-4a is not a simple re-engraving of the date but a completely different die engraving albeit with the same inscription and a very similar design (**Figure 5A,B**). Doug Fairbanks identified an additional minor variety, CAL-AE-4b, which is described as "Horiz. w/ rope border. Same configuration as used in CAL-AE 4, but entirely different die used."[13] Distinguishing features are the distance between the man's hat and the inner wire border, and the position of the shovel handle with respect to the mountain peaks (**Figure 5C**). CAL-AE-5 depicts the "Gold Gulch Jackass" (**Figure 6**).

The final three varieties depict buildings newly constructed for the CPIE: CAL-AE-6 depicts the Federal Building (**Figure 7**). CAL-AE-7 is dated 1936 and depicts the cylindrical Transportation Building (**Figure 8A,C**), which was simply the renamed Ford Building of the 1935 season.[14] CAL-AE-8 is dated 1935 and shows the Ford Building identified as such (**Figure 8B,D**). Digitally overlaying images of these two elongateds clearly demonstrates that the 1936 variety is a re-engraving of the 1935 coin; in addition to changing the year, the word "Ford" was obscured and "Transportation" added (**Figure 8E**). Martin and Dow list a ninth major variety, CAL-AE-9, which is described as "1935 American [sic] Exposition. No details available. Federal Building pictured."[15] Given the lack of information and the existing Federal Building variety (CAL-AE-6), the existence of CAL-AE-9 should be viewed with skepticism.

Historical and Biographical Context

In a 1936-dated list of CPIE exhibitors and concessionaires, under the heading "Outside Concessions" is an entry for "Penny Crushers" with a contact name of J. F. Callahan.[16] For many of the other concessions on this list, locations were recorded; for example, the milk bottle ball game was located on the Midway and the kiddie automobile ride was in the Enchanted Land. No such location was noted for the Penny Crushers, but further detail is found in the minutes of the April 20, 1936 meeting of the exposition Executive Committee (see *Appendix* for complete minutes)[17]:

> The Secretary submitted the following contracts for approval: […] Joseph Callahan. Tenth Avenue & E Street, San Diego, California. Penny Crushers on the "Fun Zone." Thirty per cent of all gross receipts from said concession. […] the above contracts were approved.

Thus the above documents reveal that Joseph F. Callahan was the proprietor of a concession named Penny Crushers, and that the exposition was to receive a 30% commission. This contrasts with the flat weekly fee charged at the previous San Diego exposition.[18] We also learn that the concession was intended to be located on the Fun Zone, which the 1936 *Official Guide* to the exposition describes as follows[19]:

> Instead of the usual narrow street with jostling crowds, concession buildings are grouped around a 120-foot central plaza with green lawns and flowering gardens. Beauty has been introduced, too, in the architectural design of the buildings. The old-time "hurdy-gurdy" atmosphere is gone.

Extensive records from the exposition Committee on Insurance provide further evidence that Penny Crushers was indeed an elongated coin concession. The committee coordinated the purchase of liability insurance for exposition exhibitors and concessionaires, and collected and remitted monthly premium payments. A $50,000 liability insurance policy for Penny Crushers was issued by the Fireman's Fund Indemnity Company for the period May 29 through September 25, 1936. It covered a single machine located "On west side of Midway" for the "Sale and display of Penny Souvenirs." The total premium was $18.75.[20]

Figure 2. Examples of CAL-AE-1, depicting the California Tower. (A) Illustration of CAL-AE-1 (1935 date) by John E. Snitzel from *Elongated Rolled Out Cents* by Lenard L. Babin.[21] **(B)** Example of CAL-AE-1 (1935 date). Rolled on a cent of unknown date. **(C)** Example of CAL-AE-1a (1936 date). Rolled on a 1936-S Lincoln cent.

Figure 3. Example of CAL-AE-2, depicting the California Tower. Image courtesy The Elongated Collectors, submitted for the *Yesterday's Elongateds* Revision Project.

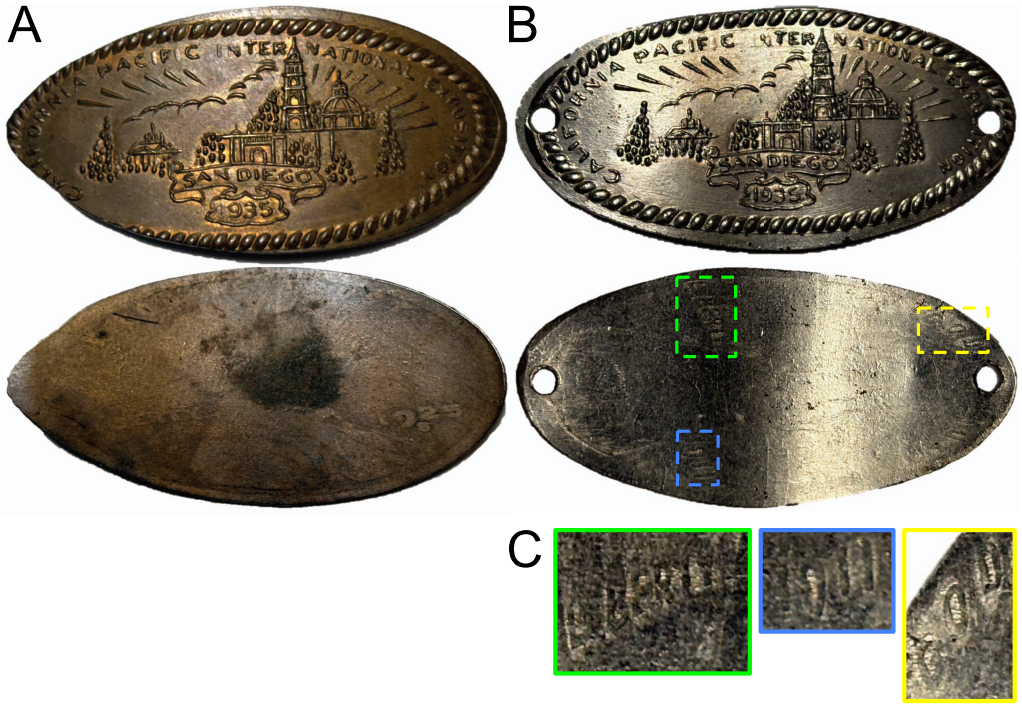

Figure 4. Examples of CAL-AE-3, depicting the California Tower. (A) Rolled on a 1925-S Lincoln cent. **(B)** Rolled on a 1911 Lincoln cent and subsequently plated. The weight of this piece is 2903 mg, approximately 6.6% below Lincoln cent weight of 3110 mg[22], which can be explained by the two holes and wear. **(C)** Enlarged and rotated images of the areas indicated in (B) showing the host coin legends "LIBERTY," "GOD," and the date.

Figure 5. Examples of CAL-AE-4, depicting the Gold Gulch. (A) CAL-AE-4 rolled on a 1916-S Lincoln Cent. **(B)** CAL-AE-4a rolled on an unknown copper host. From Stack's Bowers Galleries auction of the Raymond W. Dillard collection, September 2013, lot 4074. Images courtesy Stack's Bowers Galleries. **(C)** CAL-AE-4b rolled on a Lincoln cent of unknown date. From Stack's Bowers Galleries auction of the Raymond W. Dillard collection, September 2013, lot 4075. Images courtesy Stack's Bowers Galleries.

Figure 6. Examples of CAL-AE-5, depicting the Gold Gulch jackass. (A) Rolled on a 1919 Lincoln cent. **(B)** Rolled on a 1925 Lincoln cent. From Stack's Bowers Galleries auction of the Raymond W. Dillard collection, September 2013, lot 4076. Images courtesy Stack's Bowers Galleries.

Figure 7. Example of CAL-AE-6, depicting the Federal Building. Rolled on a 1929-S Lincoln cent.

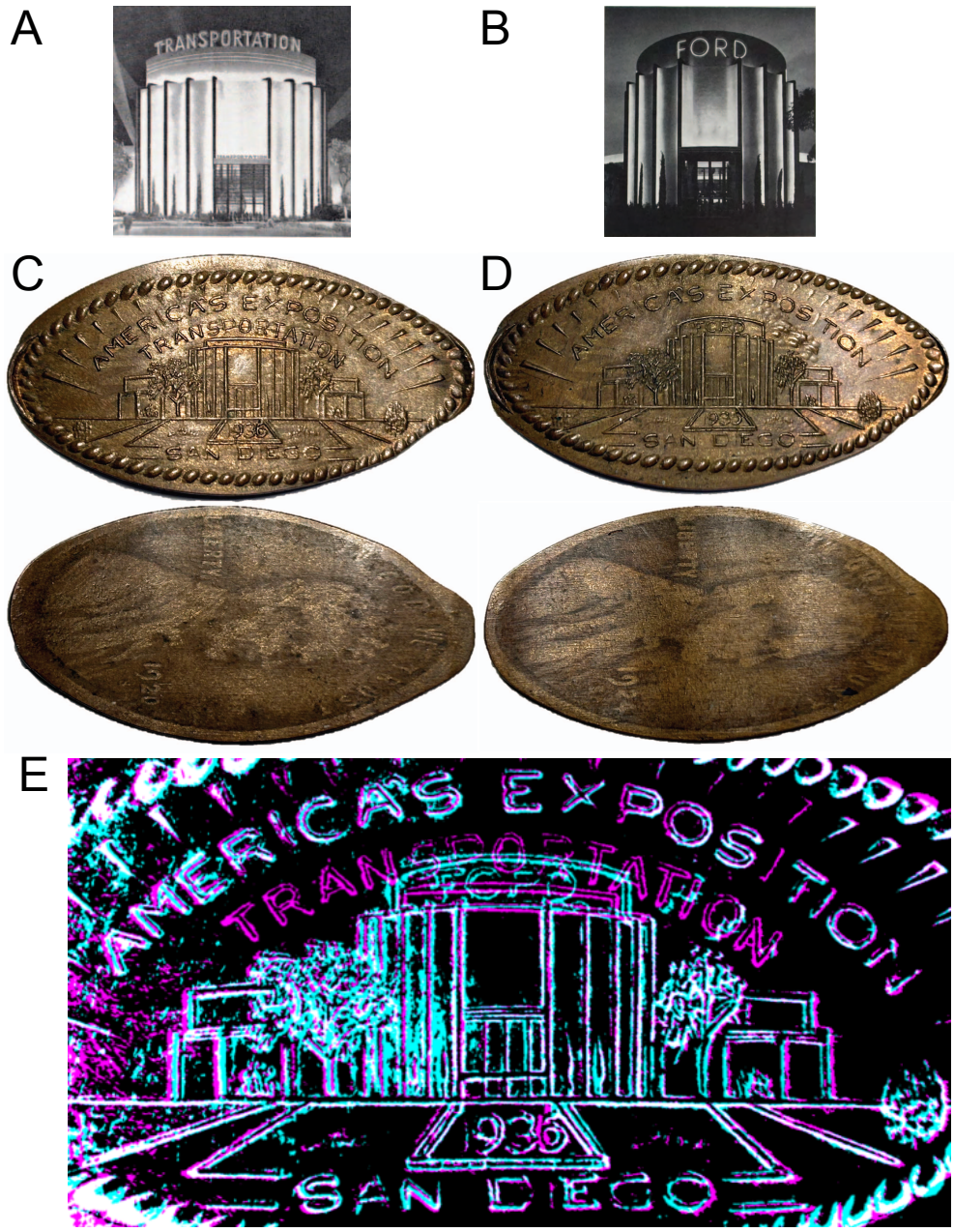

Figure 8. Examples of CAL-AE-7 and CAL-AE-8, depicting the Ford/Transportation Building. (A) Drawing of the Transportation Building from the *1936 Official Guide*.[23] **(B)** Photograph of the Ford Building from the August 1935 edition of *California Arts and Architecture* magazine.[24] **(C)** Example of CAL-AE-7 (1936) depicting the Transportation Building. Rolled on a 1920-S Lincoln cent. **(D)** Example of CAL-AE-8 (1935) depicting the Ford Building. Rolled on a 1924-S Lincoln cent. **(E)** Overlay of CAL-AE-7 (magenta) and CAL-AE-8 (cyan). White indicates magenta-cyan overlap.

A second $50,000 liability insurance policy was issued by W. B. Brandt and Company, covering the period June 15, 1936 through September 25, 1936.[25] Shortly after the second policy was issued, the first was cancelled, likely because Callahan needed to insure a second machine and the increased premium proposed by the Fireman's Fund exceeded that offered by Brandt.[26] The Brandt contract includes the following description of the concession[27]:

> This insurance applies to the operation and maintenance of two "Penny Crusher" machines; one being portable and now located at the entrance to the Spanish Village, the other is in the stand on the Midway, being on West side, near Midget Circus, Exposition Grounds, Balboa Park, San Diego, California.

The total premium for this policy was $25.93 and was paid in approximately weekly installments of $2.50.[28]

The above meeting minutes and insurance policies are dated April-June 1936, but the concession was likely in operation prior to this time frame given the existence of 1935-dated elongateds. Although no 1935-dated records have been located, the February 18, 1936 issue of the *San Diego Union* mentions the concession: In a listing of issued electrical wiring permits is an entry that reads "Penny Crusher. per Kilcoyne. Balboa park (2)."[29] Earl P. Kilcoyne was a San Diego electrical contractor.[30] This suggests that both elongated coin machines were motorized, illuminated, or had some other electrical component, and that they were present at the exposition prior to Callahan obtaining a concession contract and insurance policy.

Who was Joseph F. Callahan? San Diego directories for 1935 and 1936 contain no entries under this name.[31] The intersection listed as Callahan's address in exposition meeting minutes, Tenth Avenue and E Street (see above), was site of the Beldon Apartments and Amelia Apartments, although no Callahan appears under these entries in either directory.[32] The 1930 and 1940 United States Census records for San Diego similarly lack entries for Joseph F. Callahan. Thus further research will be required to develop additional biographical details on Callahan beyond his role in creating CPIE elongateds.

Conclusions

Through examination of documents in the 1935-1936 CPIE archive, this work reveals new documentary evidence related to the elongated coins produced at this exposition. Although these documents reveal many details, namely, the number of elongated coin machines, their locations on the exposition grounds, the name of the concessionaire, the commission paid the exposition, and information on insurance policy and premiums, still other details, such as the price of the elongateds and an estimate of mintage, remain unknown.

Acknowledgements

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Notes and References

[1] Amero, Richard W. *California Pacific International Exposition: The Complete Exposition History.* https://sandiegohistory.org/archives/amero/1935expo/

[2] Amero, Richard W. *Balboa Park and the 1915 Exposition*. Charleston, SC: The History Press, 2013.

[3] "Expo 1933 Chicago." Bureau International des Expositions. https://www.bie-paris.org/site/en/1933-chicago

[4] Belcher, Frank G. "The California Pacific International Exposition." In Heilbron, Carl H., ed. *History of San Diego County*. San Diego, CA: San Diego Press Club, 1936, pp. 412–9.

[5] *1936 Official Guide – Souvenir Program: California Pacific International Exposition*, p. 46. https://archive.org/details/guide_1936_da_01

[6] Requa, Richard S. *Inside Lights on the Building of San Diego's Exposition, 1935*. San Diego, CA: The author, 1937, p. 56.

[7] *California Pacific International Exposition: Official Guide Souvenir Program and Picture Book*, 1st Ed. San Diego: G.F. Wolcott, 1935, p. 61. https://hdl.handle.net/2027/uc1.31822042769562

[8] *1936 Official Guide*, op. cit., p. 10.

[9] Amero, *California Pacific International Exposition*, op. cit.

[10] Martin, Lee and Dottie Dow. *Yesterday's Elongateds*. Beaumont, CA: Lee Martin, 1981, pp. 7–9.

[11] Gastfriend, Benjamin D. *Elongated Coins from the 1915-1916 California Expositions: Historical and Biographical Context*, 2024. https://nnp.wustl.edu/library/book/636786

[12] Yeoman, R.S. *A Guide Book of United States Coins*, 77th Ed. Pelham, AL: Whitman, 2024, p. 311.

[13] Fairbanks, Sr., Doug. *The Elongated Coin Collectors Guide to "Unlisteds."* New York: The author, 1994, p. 4.

[14] *1936 Official Guide*, op. cit., p. 36.

[15] Marin and Dow, op. cit., p. 9.

[16] *California Pacific Exposition Collection*, San Diego Public Library (SDPL). Box 8, folder 84, List of exhibitors and concessionaires, 1936.

[17] SDPL, op. cit., Box 6, folder 9, Minutes of special meeting of Executive Committee, April 20, 1936.

[18] Gastfriend, op. cit.

[19] *1936 Official Guide*, op. cit., p. 46.

[20] SDPL, op. cit., Box 12, folder 61, Insurance policy for Penny Crusher concession, May 29, 1936.

[21] Babin, Lenard L. *Elongated Rolled Out Cents: Illustrated Check List, Volume I.* New York: The author, 1961, p. 5.

[22] Yeoman, op. cit., p. 114.

[23] *1936 Official Guide*, op. cit., p. 36.

[24] "San Diego Exposition Portrays Four Centuries of Progress." *California Arts and Architecture*, August, 1935. p. 15. https://archive.org/details/journal_1935_mk_ca_artsarch_

[25] SDPL, op. cit., Box 12, folder 61, Insurance policy for Penny Crusher concession, June 15, 1936.

[26] SDPL, op. cit., Box 12, folder 61, Letter to Fireman's Fund Insurance Company from L. W. Barney, June 22, 1936.

[27] SDPL, op. cit., Box 12, folder 61, Insurance policy for Penny Crusher concession, June 15, 1936.

[28] SDPL, op. cit., Box 14, binder labeled Exhibitors' and Concessionaries' [sic] Ledger Accounts 1936 Exposition Only, Record of insurance premium payments for J. F. Callahan, June 15, 1936 – September 1, 1936.

[29] "Permits." *The San Diego Union and Daily Bee* (San Diego, CA), February 18, 1936, p. 17.

[30] Advertisement for E. P. Kilcoyne. *San Diego Union* (San Diego, CA), October 4, 1936, p. 2; *Fifteenth Census of the United States: 1930*, San Diego City, San Diego County, California, pop. sch., ED 37-59, sheet no. 3A, Kilcoyne family.

[31] *San Diego City Directory, 1935.* San Diego: San Diego Directory Co., 1935; *San Diego City Directory, 1936.* San Diego: San Diego Directory Co., 1936.

[32] *San Diego City Directory, 1935*, op. cit., p. 920; *San Diego City Directory, 1936*, op. cit., p. 977.

Appendix: Documents related to elongated coin concession

California-Pacific International Exposition

- List of exhibitors and concessionaires, 1936
- Memorandum noticing special meeting of Executive Committee, with list of exhibit and concession contracts, April 20, 1936
- Minutes of special meeting of Executive Committee, April 20, 1936
- Correspondence related to insurance for Penny Crusher concession, May 30, 1936 – June 16, 1936
- Insurance policies for Penny Crusher concession, May 29, 1936 and June 15, 1936
- Records related to insurance for Penny Crusher concession, May 29, 1936 – August 17, 1936
- Exhibit and concession insurance records, 1936
- Newspaper clipping listing electrical wiring permit for Penny Crusher, February 18, 1936

List of exhibitors and concessionaires, 1936

San Diego Public Library – Special Collections
California-Pacific International Exposition Collection
Box 8, folder 84

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

F. H. A. Petter Housing Building

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Associated Gas Range Manufacturers Assn Electric Bldg.,San Diego, Calif.	#15, 16	Ralph Phillips -
California Redwood Gift Shop 4194 Ohio St., San Diego, Calif.	#26	Ira E. Thatcher -
El Rey Products Company PO Box 178, Sta.A.,Los Angeles,Calif.	S #27	J. Brown -
Federal Housing Administration Balboa Park, San Diego, Calif.	Rear of Bldg.	Stuart Ripley Modeltown & Modernization Magic
W. P. Fuller & Company 803 7th Ave., San Diego, Calif	#24	A. B. Cadman -
Klicka Lumber Company 3933 30th St., San Diego, Calif.	#45,46	George Klicka -
R. H. Marchant 455 41st St., Oakland, Calif.	#23	David R. Coughlin (San Diego) Marchant Water Faucets
Masonite Corporation 315 W. 9th St., Los Angeles, Calif.	#29,28, 27	W. P. Frambes -
Monolith Portland Cement Company 215 W. 7th St., Los Angeles, Calif.	#21	R. B. Soldini -
National Heating & Engineering Co. 4105 Atlantic St., San Diego, Calif.	#35	Maj. H. B. Oakleaf Marvelaire
Otto K. Oleson Illuminating Co. 1560 N. Vine St., Los Angeles, Calif.	E #20	Otto K. Oleson -
Pacific Clay Products Co. 1151 S. Broadway, Los Angeles, Calif	#40,41, 42,43,44	Roy Lacy Pacific Pottery
Pacific Gas Radiator Co. 7615 Roseberry Ave.,Huntington Park,Cal.	N #32,33	C. O. Menig -
Paraffine Companies, Inc. c/o Emil Brisacker & Co Crocker Bldg., San Francisco, Calif.	#25	A. McKie Donnan -
Payne Furnace & Supply Co. 338 N. Foothill Rd., Beverly Hills,Calif.	S#28&39	E.L. Payne -
San Diego Art Guild 3835 5th Ave.,San Diego, Calif.	S#28&29	Sherman Trease -
S. D Cons. Gas & Electric Company and Southern Counties Gas Assn. Electric Bldg.,San Diego, Calif.	#36,37 39,32	Ralph J. Phillips -

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
S.D. Fire Equipment Co. 106 B St.,San Diego, Calif.	N#19	Horace Brandt Pyrene Fire Extinquishers
Sears Roebuck & Company 6th & C Sts., San Diego, Calif.	#30,31	A.W. Weyh
Servel, Inc. Chamber of Commerce Bldg.,Los Angeles,Cal.	#35	Arthur Spring Electro-lux
Osip & Teodor Sipajlo 3772 Park Blvd.,Apt.4,San Diego,Calif.	#17	Same Dixram Cooker
Ace Janitor Service 1816 Lincoln Ave.,San Diego, Calif.	E#54	Leo J. Still -
Western Union Telegraph Co. Plaza Street, San Diego, Calif.	#18	D. Topham -
White Sewing Machine Co. 512 2nd St.,San Francisco, Calif.	#2	W. H. Steel -

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

General Exhibits Building

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
American Legion Balboa Park, San Diego, Calif.		Mr. Harry Foster
Marguerite Blondel 1323 11th Ave.,San Diego,Calif	N #14	Same Doll Shop
Melvin B. Cramer PO Box 381,Expo Sta. San Diego,Calif.	#16,17,18 19,20,21	Same Gadget Town
Melvin B. Cramer PO Box 381, Expo Sta. San Diego,Calif.	#8	Same Majestic Engineering Company
El Pueblo Weavers 3855½ 37th Street, San Diego,Calif	#38 -	Norman H. Gross -
Federated Church Brotherhood 4171 42nd St.,San Diego, Calif.	#10	Rev.Rolland Butler Bible Gems
First Women's Christian Temperance Union 2331 Second Ave.,San Diego, Calif.	6	Mrs. Mary B. Woodworth
Foot Relief Station 4086 Illinois St., San Diego	#15	B.H. Haddock -
Girl Scouts of America Balboa Park, San Diego	#4	Mrs. A. Shallenberger -
Goodwill Industries of San Diego County 402 5th Ave.,San Diego, Calif	#5	Myron Insko -
Home Crafters 1128 Sutter, San Diego,Calif	#33	Charles Wincote -
The Last Supper 4364 Sunset Blvd.,Los Angeles,Calif	#30,39,40 41,42	Schliessco, Evans, & Economoff
Prof. Harry May, Balboa Park, San Diego, Calif.		Same Death Ray
S.D. Area Council Boy Scouts of America Balboa Park, San Diego, Calif.	E #8,9	Mr.Ellwood Barley -
S.D. County Council Camp Fire Girls 1319 Torrence, San Diego, Calif.	#11	Mrs. Daney -
John Sirigo Balboa Park, San Diego, Calif.	#25,29	Karl Placht Salon of Photography and Beacon Book Shop
T. J. Sullivan 840 B Street, San Diego, Calif	#7	Same The Gadget
Mrs. Harriet Webber Balboa Park, San Diego, Calif.	#36	Same "Need-L-Need", etc.

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

Outside Concessions

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
American Legion, San Diego Post #6 Balboa Park, San Diego, Calif.	Midway	Mr. Harry L. Foster Merchandise Prize Wheel
American Telescope Company 815 Story Bldg., Los Angeles, Calif.		Prof. R. Greenspoon Telescopes (Vending Type)
Louis Atlas 8277 W. 4th St., Los Angeles, Calif.	Palace of Entertainment	Same Check stand, tobacco (Palace of Entertainment)
Mrs. Isabel Banks 1877 Lyndon Rd., San Diego, Calif.	Alameda St.	Same Baby Bank
Nate Barnet 4016 Lark St., San Diego, Calif.		Same Popcorn, P'nuts, Candy, postal cards, souvenirs and novelties.
Don Boggs Balboa Park, San Diego, Calif.	Midway	Same Days of '49
John D. Boggs 3411 Goldfinch, San Diego, Calif.	Midway	Same Shooting Gallery
Cafe of the World, Inc. Balboa Park, San Diego, Calif.	Laurel St.	Madill & Davis, Inc. -
Coca Cola Stands 1015 S. Los Angeles, Los Angeles, Calif.		Paul Wilder - Harry Nasland -
Craft's 20 Big Shows c/o Fair Grounds, San Bernardino, Calif.	Midway	O. N. Craft Ferris Wheel
Craft's 20 Big Shows c/o Fair Grounds, San Bernardino, Calif.	Midway	O. N. Craft Merry Mix-Up & Auto Speedway
Craft's 20 Big Shows c/o Fair Grounds, San Bernardino, Calif.	Midway	O. N. Craft Whoopee
Melvin B. Cramer Balboa Park, San Diego, Calif.		Same Horoscope Stands
P. A. Daggett 4411 42nd St., San Diego, Calif.		Same Guess Your Weight Scales
Dunas & Steinberg Balboa Park, San Diego, Calif.	Plaza	Same International Drug Store
English Concessions, Inc. Balboa Park, San Diego, Calif.		Donald E. Hanson Curiosity Shop
Exposition Transportation Company S. D. Electric Railway Company Union Building, San Diego, Calif.		Sam Mason Busses, rickshaws, roller chairs
Fanchon & Marco, Inc. 5600 Sunset Blvd., Los Angeles, Calif.	Midway	Ben Black Midget Circus

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Fanchon & Marco, Inc. 5600 Sunset Blvd., Los Angeles, Calif.	Midway	Ben Black Hollywood Doubles
Fanchon & Marco, Inc. 5600 Sunset Blvd., Los Angeles, Calif.	Midway	Same Hollywood Secrets
Richard R. Fox 3605 Fourth Ave., San Diego, Calif.	Midway	Same Milk Bottle Ball Game
Ting Zu Fu 134 Rose Street, Los Angeles, Calif.		Same Turtles & Horntoads
Globe Theatre Productions, Inc. Balboa Park, San Diego, Calif.		M. T. Neilson - Richard M. Parker Globe Theatre
John L. Grundy - Melvin J. Lattie 825 Vine, Hollywood, California		Same Check Rooms
Thomas J. Hughes Box 504, San Diego, Calif.	Enchanted Land	Same Aeroplane swing, merry-go-round, Ferris Wheel.
Thomas J. Hughes Box 504, San Diego, Calif.	Enchanted Land	Same Kiddie Automobile Ride
Joe V. Lowndes - Wm. McMahon 4128 Ingalls Street, San Diego, Calif.	Midway	Same Loop-O-Plane & Acro-Plane
Madill & Davis, Inc. Balboa Park, San Diego, Calif.		Same Enchanted Land
Madill & Davis, Inc. Balboa Park, San Diego, Calif.	Enchanted Land	Same Popcorn, drinks, candy
Madill & Davis, Inc. Balboa Park, San Diego, Calif.	Enchanted Land	Same Toys, souvenirs, novelties
Madill & Davis, Inc. Balboa Park, San Diego, Calif.		Same Hamburger Stands
Madill & Davis, Inc. Balboa Park, San Diego, Calif.		Same Popcorn & Fruite Drinks
Madill & Davis, Inc. Balboa Park, San Diego, Calif.		Same Souvenirs & Novelties
Madill & Davis, Inc. Balboa Park, San Diego, Calif.	Midway	Same Strange As It Seems
Prof. Harry May Balboa Park, San Diego, Calif.	Midway	Same Alpha, the Robot
Midway Trading Post & Wrecking Co. 6135 El Cajon Ave., San Diego, Calif.	Midway	Foster & Davis Fun House
Mission Beach Company 206 Union Building, San Diego, Calif.	Midway	P. H. Regal - D. E. Hanson Merry Go Round
Mission Beach Coaster Co. 208 Scripps Bldg., San Diego, Calif.	Enchanted Land	George L. Barney Coaster

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Nudist Colonies, Inc. P.O. Box 324, Balboa Park, San Diego, Calif.	Laurel St.	Tom Collins Zoro Gardens
Palisades Cafe Balboa Park, San Diego, Calif.		J. G. Krutzler -
Paris After Dark Balboa Park, San Diego, Calif.	Midway	Mr. Lewis
Penny Crushers Balboa Park, San Diego, Calif.		J. F. Callahan -
A. Rudy 225 Date Street, San Diego, Calif.	Midway	Same Fresh Fruit Stands
Pierre Saleno Balboa Park, San Diego, Calif.	Midway	Same Front Page Show
John Sirigo Balboa Park, San Diego, Calif.		Mr. Randall Official Photographer
Ralph E. Smith 615 Title Insurance Bldg., Los Angeles, Calif.	Alameda St.	Boulder Dam
Willi Strobel San Diego Hotel, San Diego, Calif.	Midway	Same Bavarian Beer Garden
A. A. Tremp 3927½ Center St., San Diego, Calif.	Midway	Same Swooper Ride
Woodson D. Upshaw & Helen C. Morrison c/o Dove & Robinson, Ltd. 648 Fourth Ave., San Diego, Calif.		Same Official Guide Book
H. E. Wooding Balboa Park, San Diego, Calif.	Midway	Same Pony Rides
J. Zotter 1051 Broadway, Fresno, Calif.	Midway	Same Frolic

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

House of Hospitality

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Madill & Davis Balboa Park, San Diego, Calif.	South Wing	Mr. Gage Casa del Rey Moro Cafe
Fraternal Order of Eagles 1010 Commerce Bldg.,Kansas City, Mo.	Rm. 11	Conrad H. Mann

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

March of Transportation Building

NAME AND ADDRESS	CONTACT AND TRADE NAME
Atchison, Topeka & Santa Fe Railroad Co. 543 Kerchoff Bldg., Los Angeles, Calif.	Mr. Frisbie (San Diego) Santa Fe
Cycle Trades of America Chanin Bldg., New York City	L. N. Southmayd -
East Asiatic Steamship Lines 433 California St., San Francisco, Calif.	Tage Bertelson "Amerika" model
Ford Motor Company Dearborn, Michigan	R. L. Rutherford (Long Beach) -
Intourist, Inc. 205 Monadnock Bldg., San Francisco, Calif.	N. Gorin Russian Tourist Bureau
Italian Line 386 Post Street, San Francisco, Calif.	Dr. Roger Santini "Rex" model
Pacific Greyhound Lines 201 Pine St., San Francisco, Calif.	Mr. Fanning (San Diego) -
Resettlement Administration American Bank Bldg., Berkeley, Calif.	Frank Peterson -
Santa Fe Trail Stages, Inc. 512 So. San Pedro St., Los Angeles, Calif.	Mr. Wimberly -
Southern Pacific Railroad Company Grant Hotel Bldg., San Diego, Calif.	Mr. Hagaman (San Diego and Arizona Eastern)
Union Pacific Railroad Company Pacific Electric Bldg., Los Angeles, Calif.	A. V. Kipp

DONORS OF MUSEUM PIECES ARE AS FOLLOWS:

Mr. O. C. Stratton, Paramount Productions, Inc., Hollywood, Calif.
H. C. Peterson, Fort Sutter Museum, 2701 L Street, Sacramento, Calif.
Earl Tanbara, Dollar Steamship Lines, Robert Dollar Bldg., San Francisco, Calif.
Edgar M. Simpson, Hood, California
Robert D. Pugh, Hobby Shop, 919 8th St., Sacramento, Calif.
Bruce Kelham, Menlo Park, Calif.
Doris Crenshaw, Historian, Wells Fargo Bank & Union Trust Co., San Francisco, Calif.
A. L. Trowbridge, Stanford University Museum, Palo Alto, Calif.
Charles Bayer, Los Angeles Chamber of Commerce, Los Angeles, Calif.
Sam Stanwood, Spanish Days Association, Court House, Santa Barbara, Calif.
W. R. Sandstrum, John T. Bill & Co., 1018 E. Olympic Blvd. Los Angeles, Calif.
Sid Rogell, RKO Studios, Melrose at Gower St., Los Angeles, Calif.
Capt. William Banning, Walnut, California
Capt. Josiah Grundy, Lakeside, California
John Dragaset, 42 N. Fair Oaks, Pasadena, Calif.
Thomas F. Ryan III, 1516 Financial Center Bldg., San Francisco, Calif.
John N. Rosekrans, 2 Pine St., San Francisco, Calif.
Harry N. Pratt, San Joaquin Pioneer Museum, Victory Park, Stockton, Calif.
Richard E. White, Wright Aeronautical Corp., c/o San Diego Club, San Diego, Calif.
David Gray, Jr., 407 E. Isley St., Santa Barbara, Calif.
William Buby, 3242 46th St., San Diego, Calif.

DONORS OF MUSEUM PIECES: (Cont.)

Dr. E. L. Hardy, Director, San Diego Museum, Balboa Park, San Diego, Calif.
Louis McFadden, c/o Mrs. E. L. Babcock, 540 J St., Chula Vista, Calif.
James S. Murray, Baltimore & Ohio Railroad Company, Baltimore, Maryland
George Kettenburg, Kettenburg Boat Works, Ft. of Dickens St., Point Loma, Calif.
Thomas W. McKnew, Assistant Secretary, National Geographic Society, Washington, D.C.
Claude Ryan, Ryan School of Aeronautics, Inc., Lindbergh Field, San Diego, Calif.
Capt. W. L. Calhoun, U.S. Navy, 11th Naval District, San Diego, Calif.
U. S. Coast Guard, c/o Transportation Bldg., Balboa Park, San Diego, Calif.
Capt. Hurd, U.S. Army Air Corps, Consolidated Aircraft Co., San Diego, Calif.
Southern Pacific Railroad Company, Sacramento, Calif.
H. C. Holmes, Dept. of Commerce, Lindbergh Field, San Diego, Calif.

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

Spanish Village

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Violet Champ Balboa Park, San Diego, Calif.	#5	Wm. Pen Hote Palmistry
Czechoslovakian Exhibit 4468 38th St., San Diego, Calif.	#2	Adolf Nosek Czechoslovakia
Dunas & Steinberg Balboa Park, San Diego, Calif.		Same Granada
Dunas & Steinberg Balboa Park, San Diego, Calif.		Same Seafood Palace
Foot Relief Station 4086 Illinois Street, San Diego, Calif.		B. H. Haddock -
Norman L. Leiman 2421½ Folsom St., Los Angeles, Calif.	#8,9,10	Same Candle Shop
Norman L. Leiman 2421½ Folsom St., Los Angeles, Calif.	#14, 15	Same Poppy Trail Pottery
Joe Owens 2471½ Fifth Ave., San Diego, Calif.	#17	Same Barber Shop
The Justrite Company 2277 W. Pico St., Los Angeles, Calif.	#38	J. E. Carlson - E. A. Hatfield Justrite Bird Store
Wm. J. Parker 3964 Epsilon St., San Diego, Calif.	#33	Same Penny Arcade & Skee Roll Alleys
Jean A. Rittenhouse 4733 Voltaire St., La Jolla, Calif.	#16	Same Artist's Mart
A. Silvera Balboa Park, San Diego, Calif.		A. Silvera - I. Dabba Rugs, Buckingham Linen Palace
John Sirigo Balboa Park, San Diego, Calif.		Mr. Reynolds Copper Postal Cards
Television Show Balboa Park, San Diego, Calif.		Mr. W. R. Procunier -
Miss Verdugo 3784 Mississippi, San Diego, Calif.	#16	Same Spanish Gift Shop
Madge Hardin Walters 3518 Jackdaw St., San Diego, Calif.	#31, 32	Same Indian Trading Post
Gertrude Whitson Balboa Park, San Diego, Calif.	#39	Same Gefroj Studio

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

Special Buildings

BUILDING	CONTACT
California State Building	Adolph Sutro
Christian Science Monitor Building	Marshall Hall
Church of Latter Day Saints Building	Fred L. Thompson
Federal Building	Joseph W. Hiscox
Medical Science Building	Dr. Lyell C. Kinney
Palace of Education	Mrs. Vesta Muehleisen
Palace of Electricity	J. Clark Chamberlain
Palace of International Art	J. E. & Rosa Gazvini
Shell Oil Company Building	Fred Foy (San Francisco)
Standard Oil Company Building	E. J. McClanahan
Water Palace	Don Kinsey

EXHIBITORS AND CONCESSIONAIRES

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1 9 3 6

Foods and Beverages Building

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Advance Aluminum Casting Co. 4330 Texas St., San Diego, Calif.	#14	Fred D. Bethard Minitmaid Cooker
Almond Products Company 902 Thompson Ave., Glendale, Calif.	#5	H. A. Crawford, Pres. -
Ball Brothers Company Muncie, Indiana	#38, 39	Wm. H. Ball, Secy. -
Nate Barnet 4016 Lark St., San Diego, Calif.	#9A	Same Coffee, Milk, Buttermilk
Nate Barnet 4016 Lark St., San Diego, Calif.	#25	Same California Walnut Growers Assn.
Nate Barnet 4016 Lark St., San Diego, Calif.	#10	Same Candy Butcher Shop
Beechnut Packing Company 1000 W. 6th St.,Los Angeles, Calif.	N #51, 53	J. W. Bowen -
Best Foods, Inc. 88 Lexington Ave., New York City	#33, 34	Frank Murphy (San Francisco)
Fred A. Bode Balboa Park, San Diego, Calif.	#21, 22	Same Flowers & Shrubs
Bohemian Distributing Company 2060 E. 49th St., Los Angeles, Calif.	#32	J. S. Foto -
Bosch Electric Baking Machine Co. 1161 5th Ave., San Diego, Calif.	#8	Hans Bosch -
Calavo Growers of California Box 393, Encinitas, Calif.	#29, 30	E. F. Peterson -
California Packing Corporation 114 Sansome, San Francisco, Calif.	#40	Thurston G. McGuffide -
Melvin B. Cramer 1907 W. 6th St., Los Angeles, Calif.	#49 ($\frac{1}{2}$)	Same Acme Engineering Co. (Acme Cookie Cutter)
Cudahy Packing Company 803 Macy St., Los Angeles, Calif.	W #1A	C. A. Roberts Old Dutch Cleanser
Desert Date Shop Box 216, Indio, Calif.	W #10A	A. J. Lovelace -
W. R. Feenster 448 S. Hill St., Los Angeles, Calif.	#23	Same De Vault Peeler
Fisher Flouring Mills Company 747 Warehouse St., Los Angeles, Calif.	#8A	Earl C. Lawrence -

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Globe-Ben Hur-Cudahy Globe Grain & Milling Co. (Mr. C. C. Hine) 907 E. 3rd St., Los Angeles, Calif. Coffee Products of America (E. C. Johannes) 800 Traction Ave., Los Angeles, Calif. Cudahy Packing Co. (C. A. Roberts) 803 Macy St., Los Angeles, Calif.	#45,46,47	Mrs. Murray
Hugh J. Jones 4794 Utah St., San Diego, Calif.	#15	Same French Fried Potatoes
Kerr Glass Mfg. Company 721 Title Insurance Bldg., Los Angeles, Calif.	E #9A	R. Kerr -
Klauber Wangenheim Company 611 Island Ave., San Diego, Calif.	#1, 2	Allan S. Klauber Allied Food Store
Knickerbocker Nursery & Cactus Garden 6163 Bach St., San Diego, Calif.	N #6A	Mrs. Neff K. Bakkers -
Krispy Kake Kone Company 1906 Temple St., Los Angeles, Calif.	W #43 & 44	E. S. Rice -
Liberty Orchards Company 1225 W. 5th St., Los Angeles, Calif.	E #10A	C. E. Perrin Aplets
Los Angeles Brewing Company N. Main St., Los Angeles, Calif.	#3, 4	Robert Mintier Eastside
Madill & Davis, Inc. Balboa Park, San Diego, Calif.		Same Spanish Kitchen
Mutual Orange Distributors Redlands, California	#17A, 18A, E 19A	A. E. Isham -
National Super Products 1414 S. Wabash Ave., Chicago, Ill.	#49	Mike Hodorowicz & Sol Shapiro National Super Bandage
E. F. Peterson Box 393, Encinitas, Calif.	Center #1A	Same Juistractor
S. D. Ice & Cold Storage Co. 825 Imperial Ave., San Diego, Calif.	#42	J. O. Blethen Cuyamaca Water
A. Sensenbrenner Sons 1220 Maple Ave., Los Angeles, Calif.	#12, 13	August Sensenbrenner Santa Fe Cigars
Osip & Teodor Sipajlo Apt. 4, 3772 Park Blvd., San Diego, Calif.	E #52	Same Dixram Cooker
J.D. & A.B. Sprockels Co. 2 Pine St., San Francisco, Calif.	#11A, 12A, 13A, 14A, 15A, and 16A.	O. W. Cotton (San Diego) Sea Island Sugar
Sprockels Sugar Company 2 Pine Street, San Francisco, Calif.	#7B	F. J. Belcher Honey Dew Sugar
Star & Crescent Boat Co. New California Bldg., San Diego, Calif.	E #43 & 44	Capt. O. J. Hall -

NAME AND ADDRESS	SPACE	CONTACT AND TRADE NAME
Swift & Co. (Libby,McNeil & Co.) Balboa Park, San Diego, Calif.	#17,18,19, 58, 59	Ted Allen Barnyard Cafe
Vai Brothers 122 E. 7th St., Los Angeles, Calif.	#20	Ralph Lockwood Padre Vineyard
Western Dairy Products Inc. 1138 K St., San Diego, Calif.	#35, 36	A. W. Bunte or H. F. Schnell Arden Dairy
Wheat Nuts Breakfast Food Co. 867 Harbor St., San Diego, Calif.	#6	O. D. Butler Wheat Nuts
Paul Wilder - Harry Nasland 1015 S. Los Angeles St., Los Angeles, Calif.		Same Coca Cola - Seeburg Corporation
Wright's Honey Products 348 5th Ave., San Diego, Calif.	#9	George B. Wright -

Memorandum noticing special meeting of Executive Committee, with list of exhibit and concession contracts, April 20, 1936

San Diego Public Library – Special Collections
California-Pacific International Exposition Collection
Box 6, folder 9

Mr. Klicka, Mr. Fox, Mr. Wurfel, Mr. Mason, Mr. Ames,
Mr. Belcher, Mr. Dailard, Mr. Cotton, Mr. Hotchkiss, April 20, 1936

Executive Secretary - Frank Drugan

EXECUTIVE COMMITTEE MEETING

At the direction of the President, Mr. Belcher, there will be a meeting of the Executive Committee this Monday evening, April 20, at 7:30 in the Board of Directors Room.

FD:sg

EXHIBIT CONTRACTS

ATCHISON, TOPEKA AND SANTA FE RAILWAY CO., 543 Kerckhoff Bldg., Los Angeles, California. Total contract price $1,039.00. Operation of a miniature railway system and other devices showing activities of applicant, in March of Transportation.

SANTA FE TRAILS STAGES, INC. 512 South San Pedro Street, Los Angeles, California. Total contract price $670.00. Motor Bus Travel in March of Transportation.

MONOLITH PORTLAND CEMENT CO., 215 West 7th St., Los Angeles, Calif. Total contract price $336.00. Display of Monolith Cement and its uses in F.H.A. Better Housing.

DEPARTMENT OF WATER AND POWER, METROPOLITAN WATER DISTRICT, IMPERIAL COUNTY BOARD OF TRADE, 207 So. Broadway, Los Angeles, Calif. Special contract for exhibit to be located within that portion of the Travel, Transportation and Water Building.

CYCLE TRADES OF AMERICA, INC., Chanin Bldg., New York City. Total contract price $880.00. Display of modern and old time museum bicycles in March of Transportation.

CONCESSION CONTRACTS

JOSEPH CALLAHAN, Tenth Avenue & E Street, San Diego, California. Penny Crushers on the "Fun Zone". 30% of all gorss receipts from said concession.

RICHARD K. FOX, 3605 Fourth Avenue, San Diego, California. Milk Bottle Ball Game on west side of "Fun Zone." Initial Contract Price $750.00.

FRED A. BODE, Balboa Park, San Diego, California. Display and Sale of flowers and shrubs. 10% of all gross receipts.

MRS. ISABEL BANKS, 1877 Lyndon Road, San Diego, California. "Baby Bank." Initial contract price $200.00; 2½% of all gross receipts.

NATE BARNET, 4016 Lark Street, San Diego, California. Coffee, milk and buttermilk. 10% of all gross receipts from said concession.

Minutes of special meeting of Executive Committee, April 20, 1936

San Diego Public Library – Special Collections
California-Pacific International Exposition Collection
Box 6, folder 9

MINUTES OF SPECIAL MEETING OF EXECUTIVE COMMITTEE OF CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION COMPANY A CALIFORNIA CORPORATION APRIL 20, 1936

A special meeting of the Executive Committee of California Pacific International Exposition Company, a non-profit California corporation, was held in the House of Hospitality at Balboa Park in the City of San Diego, California, on the 20th day of April, 1936, at seven thirty o'clock P. M. after waiver in writing by each of the members thereof of the notice required by the By-laws of said corporation. There were present and acting at said meeting the following, constituting a quorum:

Frank G. Belcher, Hal G. Hotchkiss,
John Lawrence Fox, Sam Mason,
O. W. Cotton, Walter C. Wurfel.

There was absent:

Emil Klicka

There were also present Wayne W. Dallard, Elwood T. Bailey, Burton D. Wood and Frank Drugan.

Vice-President Hotchkiss presided temporarily during the reading of the contracts. The President, Frank G. Belcher, later presided.

The minutes of the previous meeting had been sent to the individual members of the Executive Committee.

The Secretary submitted the following contracts for approval:

EXHIBIT CONTRACTS

ATCHISON, TOPEKA AND SANTA FE RAILWAY CO., 545 Kerckhoff Bldg., Los Angeles, Calif. Total contract price $1,039.00. Operation of a miniature railway system and other devices showing activities of applicant.

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RICHARD K. FOX, 5605 Fourth Avenue, San Diego, California. Milk Bottle Ball Game on west side of "Fun Zone." Initial Contract Price $750.00.

CONCESSION CONTRACTS
(Cont'd.)

FRED A. BODE, Balboa Park, San Diego, California. Display and sale of flowers and shrubs. Ten per cent of all gross receipts.

MRS. ISABEL BANKS, 1877 Lyndon Road, San Diego, California. "Baby Bank." Initial contract price $200.00; 2½ per cent of all gross receipts.

NATE BARNET, 4016 Lark Street, San Diego, California. Coffee, milk and buttermilk. Ten per cent of all gross receipts.

Upon motion duly made by Mr. John Fox, seconded by Mr. Wurfel, and unanimously carried, the above contracts were approved.

Upon motion duly made by Mr. John Fox, seconded by Mr. Mason, it was unanimously voted to approve of the addition of eight citizens of Mexico as members of the Honorary Committee.

The President, Mr. Belcher, commented briefly upon the effectiveness of the Sally Rand program, and emphasized the publicity value of recent Lewis-Schmeling fight negotiations.

Mr. Dallard supplemented Mr. Belcher's comments by stressing the fact that the Sally Rand program had particularly benefited the concessions.

Mr. Dallard announced that the Cafe of the World was now open daily, that polo teams had been organized to play at the Athletic Field; reported plans to bring the Coronado Horse Show to the Exposition; reported that the Jumbo Show was still being considered, but might prove too large to handle; reported that he was booking Singer's Midgets to work elsewhere than on the lot; and announced that his plans entailed keeping the show boiling pending arrival of the profit-making season.

Mr. Bailey submitted some figures on recent weekly gate cash receipts to indicate receipts approximately $1,100.00 above previous average.

Mr. Wurfel expressed the hope that the downtown banners would be up by May 1st.

It was announced that the new troupe to work at the Globe Theatre from May 3rd onward would be known as the "Fortune Players."

Discussion ensued concerning close cooperation with the plan of Professor Schweigardt to erect a bronze monument to Will Rogers, in the Park, at no expense to the Exposition. It was decided to refer the matter to the Park Board for a decision concerning placing the proposed Memorial in the Park.

Mr. Wood announced that the Legal Department had settled the Los Angeles suit with Heints-Pickering & Company, Ltd. for $750.00, instead of $800.00, of which sum $575.00 was paid by the Exposition Corporation, and requested authorization to provide a form of release, which, upon motion of Mr. John Fox, seconded by Mr. Cotton was unanimously voted.

There being no further business, the meeting adjourned.

FRANK DRUGAN
Executive Secretary

Correspondence related to insurance for Penny Crusher concession, May 30, 1936 – June 16, 1936

San Diego Public Library – Special Collections
California-Pacific International Exposition Collection
Box 12, Folder 61

Committee on Insurance

May 30, 1936

Mr. J. F. Callahan
Penny Crusher, Midway
Exposition Grounds
San Diego, California

Re: Insurance for Exposition Concession

Dear Mr. Callahan:

In accordance with your instructions of yesterday we have issued and hand you herewith Fireman's Fund Indemnity Company policy No. OLT-109727 issued jointly by the Hartford Accident and Indemnity Company.

You are aware that persons or firms employing anyone in the State of California are required to comply with the Workmen's compensation Act. This is not only a requirement of the Exposition Company but a Law of the State of California. If you are employing anyone in connection with the operation of your work you will please see that workmen's compensation insurance is carried. This applies to anyone working for you who is not a member of your immediate family living within your home.

We wish to thank you for placing your liability insurance with us through the facilities of our committee.

Very truly yours

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION
COMMITTEE ON INSURANCE

L. W. BARNEY, Chariman of Committee

Rw

Enc. 2.

San Francisco, U. S. A.
254 Bush Street
EXbrook 4787

W. B. BRANDT & CO.
·INC·
UNDERWRITERS
ESTABLISHED 1905
W. B. BRANDT
B. U. BRANDT J. T. RYAN
C. B. MOSS A. A. LAYNE
CABLE ADDRESS BRANDTINS

Los Angeles, U. S. A.
548 So. Spring Street
TRINITY 0487

QUOTATION FOR INSURANCE

For account of: Barney's Barney

Address: Aeriphe Bldg San Diego

Assured: Geiling Enterprises

Address:

From:

Type of Insurance: Liability

Amount $ Rate: Premium $

Particulars:

2 jenny crushing machines

35.00 both machines

.70 tax

.18 fee

35.93

THIS QUOTATION IS SUBJECT TO IMMEDIATE ACCEPTANCE ONLY.
WE RESERVE THE RIGHT TO CHANGE QUOTATIONS AT ANY TIME.
NO VERBAL QUOTATIONS WILL BE ACKNOWLEDGED.

W. B. BRANDT & CO., INC.

Date: 6/15 1936 By

Committee on Insurance

June 16, 1936

Attention, Mr. C. B. Moss

W. B. Brandt & Co., Inc.
548 South Spring Street
Los Angeles, California

Re: Liability for "PENNY CRUSHER" - J. F. Callahan

Dear Mr. Moss:

Kindly issue a policy for the two "Penny Crusher" machines to date June 15 to Sept. 25. One machine is portable now at the entrance to the Spanish Village. The other is in the stand on the Midway, being on West side, near Midget Circus, Exposition Grounds.

The premium quoted $25.93 will be satisfactory.

If you would make an exception in the delivery of this policy and mail it direct to the committee office, so that I may make delivery before the end of the week it would be very nice. Two copies of daily report is sufficient.

Very truly yours

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION
COMMITTEE ON INSURANCE

BY
L. W. BARNEY, Chairman of Committee

Rw

c/c Barney & Barney (Charge their account)

June 22, 1936

Attention, Mr. H. H. Methmann

Fireman's Fund Indemnity Company
740 South Broadway
Los Angeles, California

Re: OLT-109727 CALLAHAN - PENNY CRUSHER

Dear Mr. Methmann:

You will find enclosed policy of above caption which is surrendered for flat cancellation as we could not make delivery of increase in premium.

We are charging flat return premium.

Very truly yours

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION
COMMITTEE ON INSURANCE

L. W. BARNEY, Chairman of Committee

Rw

Enc. 1.

c/c M. G. White

Insurance policies for Penny Crusher concession, May 29, 1936 and June 15, 1936

San Diego Public Library – Special Collections
California-Pacific International Exposition Collection
Box 12, folder 61

Agency SAN DIEGO, CALIFORNIA

Agent K. C. WHITE

New Pol. No. OLT 109727

Renewal of NEW

OWNERS', LANDLORDS' AND TENANTS' LIABILITY SCHEDULE

FIREMAN'S FUND INDEMNITY COMPANY

401 California Street, San Francisco

HEAD OFFICE USE ONLY

Tracer

Examined

Audit

Inspect

Nov. OLT

1. Name of Assured (J.F. CALLAHAN, doing business as, "PENNY CRUSHER") J. F. CALLAHAN, doing business as "PENNY CRUSHER"

2. Address of Assured Balboa Park, Exposition Grounds, San Diego, California
(Street and Number, City or Town, County and State)

3. The Assured is an Individual
(Individual, Partnership, Corporation, Trustee or Estate)

4. A complete description of the premises and elevators insured under this policy and the premium charges for same are as follows:

Location and Occupancy of Insured Premises Street, Number, Town and State	Part Occupied by Assured	Part Insured	Total Area	Street Frontage	Area Rate	Front-age Rate	Premium (State each part separately)
On West side of Midway, near Midget Circus, Exposition Grounds, San Diego, California Sale and display of Penny Souvenirs	Entire	Entire	Approximately 100 square feet, public not admitted, minimum and flat premium				$18.75 (18.75)

Location in Building of Elevators Insured by This Policy	Description of Elevator and Motive Power	Number of Elevators	Number of Landings	Rate Per Elevator
NO ELEVATORS COVERED UNDER THIS POLICY				

'AL PREMIUM Eighteen and 75/100 - DOLLARS $ 18.75 (18.75)

n this policy is written for a period of three years (see Special Condition 5) the Net Premium three years shall be $.....payable in the following manner:

In Advance - - - - $ - - -

1st Anniversary - - - $ - - -

2nd Anniversary - - - $ - - -

5. The policy period shall be Three Months and Twenty-six days ( ) calendar months beginning on the 29th (29th) day of May 26 19....., at 12:01 A. M., and ending on the 25th (25th) day of September, 26 19....., at 12:01 A. M., as to both dates, standard time at the place where this policy been countersigned.

6. The liability of the Company under Agreement I on account of bodily injuries to or the death of one person nd shall be limited to the sum of TWENTY-FIVE THOUSAND AND NO/100 - - - - - Dollars ($ 25,000.00), subject to the same limit for each person, the liability of the Company on account of bodily injuries to or the th of more than one person, as the result of one accident or disaster, is and shall be limited to the sum of FIFTY THOUSAND AND NO/100 - - - - - - - - - - - - - - - - Dollars ($ 50,000.00). $25,000/50,000

7. The interest of the Assured in the insured premises is that of Lessee
(Owner, Lessee or Tenant)

8. There is no elevator on the insured premises which is not disclosed above.

9. No Company has cancelled any liability, or elevator policy of the Assured or refused to issue such a policy to e Assured during the past year at the location covered hereunder.

Any exceptions to Special Conditions 8 and 9 are to be noted here.

No exceptions

10. The minimum premium for this policy is $ 18.75 (18.75).

End. No. 1 is 50% co-insuror with Hartford

Policy signed for both companies by R. Weisenbach

Countersigned at San Diego, California this 29th day of May, 193 6

By

By

Authorized Agent

LIA 3645D 10 38 B

Rnd. # 5.

ENDORSEMENT

Not valid unless countersigned by a duly authorized Agent of the Company.

ADDITIONAL ASSUREDS

In consideration of the premium at which the undermentioned Policy is written, it is understood and agreed that:

The California Pacific International Exposition Company, a corporation, and/or The City of San Diego, a municipal corporation, and/or the officers, directors and committee members of each, but only while acting in their official capacity as such, jointly and severally, are added as Assureds hereunder, subject, however, to the limits of liability as stated in Special Condition "6".

Nothing herein contained shall be held to vary, waive, alter or extend any of the terms, conditions, agreements or declarations of the undermentioned Policy other than as above stated.

This endorsement shall take effect May 20, 1936 PM 193..., 12:01 A. M., standard time at the place where this Policy has been countersigned, and shall terminate simultaneously with this Policy.

Attached to and hereby made a part of Policy No. CLF-100727 of FIREMAN'S FUND INDEMNITY COMPANY issued to J. P. CALLAHAN, d.b.a. PENNY CRUSHER

Countersigned at San Diego, California this 20th day of May, 193 6

H. C. WHITE

By .....

Authorized Agent.

LIA. 3912 25M 935 PD Rw

COPY

Do Not Attach To Policy

end. # 2.

ENDORSEMENT

Not valid unless countersigned by a duly authorized Agent of the Company.

MINIMUM PREMIUM

In consideration of the premium at which the undermentioned policy is written, it is hereby understood and agreed that:

Should this policy be canceled by the Assured for any reason whatsoever, the Company shall retain the Minimum Premium shown in the Special Conditions and/or Declarations of the policy to which this endorsement is attached, anything in the policy to the contrary notwithstanding.

Nothing herein contained shall be held to vary, waive, alter or extend any of the terms, conditions, agreements or declarations of the undermentioned Policy other than as above stated.

This endorsement shall take effect May 29, 193 6, 12:01 A. M., standard time at the place where this Policy has been countersigned, and shall terminate simultaneously with this Policy.

Attached to and hereby made a part of Policy No. CLT-103727 of FIREMAN'S FUND INDEMNITY COMPANY issued to J. F. CALLAHAN, d.b.a. PINKY CRUSHER

Countersigned at San Diego, California this 29th day of May, 193 6

H. G. SMITH

By .....
Authorized Agent.

LIA. 3912 25M 935 PD

COPY

Do Not Attach To Policy

W. B. BRANDT & CO., Inc., General Agents 548 So. Spring St. LOS ANGELES, U. S. A.

53718

LOSS DATA		
Amount	Date Occurred	Date Settled

Renewal of Policy No. NEW

Broker Barney & Barney,

Address Scripps Bldg., San Diego, Calif.

APPRAISED BY

Examined by

Exp. Notice Name Chk'd

Comm. Code

Agency

State O-R

Maj. Class Sub Class

Year Con't

Bordereau

GENERAL COVER CONTRACT

15% Commission on Premium Only

Subject, However, in all respects to the terms, conditions and provisions of Lloyd's

bg

policy heretofore or hereafter

AMOUNT	RATE	PREMIUM
$ 25000/50000	.00	$ 25.00
$ 3% State	tax	$ .75
Policy &	stamp	$ .18
		$
		$
		$
		$ 25.93

issued by said Underwriters, it being agreed that the provisions of said policy shall, in case of conflict herewith, be controlling,

in favor of J. F. CALLAHAN AND/OR CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION COMPANY, A CORP. (as per form attached)

in the amount of TWENTY-FIVE/FIFTY THOUSAND DOLLARS

during the period commencing with the 15th of JUNE, 1936

and ending with the 25th of SEPT, 1936 . both days

at noon on as per form attached:-

W.B.B. & Co.

The name of the Assured is:- J. F. CALLAHAN AND/OR CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION COMPANY, A CORP; and/or (but only while acting in their official capacity as such) the officers, directors and committee members thereof, as now, or may hereafter be constituted, jointly and severally, subject, however, to the provision of this policy captioned "Limits of Liability".

It is the purpose of this policy to indemnify the Assured for claims for personal injury and damage to property of others as defined below, with limits of $25,000.00 for injury to one person and $50,000.00 for any one accident.

This insurance applies to the operation and maintenance of two "Penny Crusher" machines; one being portable and now located at the entrance to the Spanish Village, the other is in the stand on the Midway, being on West side, near Midget Circus, Exposition Grounds, Balboa Park, San Diego, California.

LIABILITY INSURING CLAUSE: Loss from the liability by law upon the Assured for damages, including damages for loss or service, arising out of bodily injuries, including death resulting therefrom, accidentally suffered, or alleged to have been suffered, within the policy period, by any person or persons, by reason of the operation and maintenance of the concession referred to above; provided that on account of bodily injuries to or the death of one person, the Underwriters' liability under this clause, including liability for loss of service, shall be limited to $25,000.00 one person, and subject to the same limit for each person, the Underwriters' liability, including liability for loss of service, on account of bodily injuries to or in the death of more than one person as the result of one accident shall be limited to $50,000.00.

The Underwriters agree to investigate all reported accidents covered hereby; to defend for the Assured any suits, even if groundless, brought against the Assured to recover damages for which indemnity is payable under this policy, unless the Underwriters shall elect to effect settlement thereof; to pay irrespective of the limits of liability hereinafter mentioned all expenses incurred by the Underwriters for investigation of defense, including all costs taxed against the Assured in such suits.

NOTICE, CLAIMS AND SUITS: The Assured shall mail to W. B. BRANDT & CO., INC., 548 SOUTH SPRING STREET, LOS ANGELES, CALIFORNIA, immediate written notice of any accident covered hereby and shall also mail notice of claims for damages on account of such accidents. If any suit is brought against the Assured to recover such damages, the Assured shall immediately deliver to W. B. BRANDT & CO., INC., every summons or other process served upon him. The Underwriters shall have the exclusive right to contest or settle any of said suits or claims.

This insurance shall not extend to cover any employee of the Assured while acting as an employee.

This Certificate shall be cancelled at any time at the written request of the Assured or by or on behalf of the Underwriters by giving five days' notice of such cancellation. If this Certificate shall be cancelled as hereinbefore provided or become void or cease, the premium having been actually paid to the Underwriters, the unearned portion shall be returned on surrender of this Certificate, the Underwriters retaining the customary short rate; except that when this Certificate is cancelled by or on behalf of the Underwriters by giving notice, they shall retain only the pro rata premium.

Attached to and forming part of Certificate No. 53718, LLOYD'S, LONDON.

ISSUED TO: J. F. CALLAHAN AND/OR CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION COMPANY, A CORP. ET AL

DATED AT: LOS ANGELES, CALIFORNIA
JUNE 20th, 1936.

W. B. BRANDT & CO., INC.,

BY_____

Records related to insurance for Penny Crusher concession, May 29, 1936 – August 17, 1936

San Diego Public Library – Special Collections
California-Pacific International Exposition Collection
Box 14, binder labeled *Exhibitors' and Concessionaries' [sic] Ledger Accounts 1936 Exposition Only*

Committee on Insurance

May 29, 1936

Mr. J. F. Callahan, doing business as
PENNY CRUSHER
Midway, Exposition Grounds
San Diego, California

TO

EXPOSITION COMMITTEE ON INSURANCE, Dr.

#OLT-109727 Fireman's Fund Indemnity Company and Hartford Accident and Indemnity Company, joint policy, covering:

$25,000/50,000 liability only for Space approximately 10x10 square feet occupied, on West side of Midway, Exposition Grounds, expiring Sept. 25, 1936, minimum and flat premium charge, ... $18.75

6/1/36 By cash Rec'd 3.75
Balance 15.00

CANCELLED

PAYMENTS:

$3.75 on delivery and
$2.50 per week until paid,
payments each Monday/Rw

Committee on Insurance

June 15, 1936

Mr. J. F. CALLAHAN, doing business as
PENNY CRUSHER
Midway, Expositinn Grounds
San Diego, California

TO

EXPOSITION COMMITTEE ON INSURANCE, Dr.

#53718 Lloyd's, London, covering $25,000/50,000 on Space on Midway and other a portable machine at entrance of Spanish Village, expiring Sept.25, 1936, Minimum and deposit flat premium, ... $25.00
3% State Tax .75
Policy & stamp charge .18 $25.93

June 1, 1936	Payment made		3.75
			22.18
6/27/36	By cash Rw		2 68
		Balance	19 50
6/29/36	By cash Rw		2 50
		Balance	17 00
7/6/36	By cash Rw		2 50
		Balance	14 50
			2 50
7/20/36	By cash Rw	Balance	12 00
			2 50
7/27/36	By cash Rw	Balance	9 50
			2 50
8/3/36	By cash Rw	Balance	7 00
			2 50
8/10/36	By cash Rw	Balance	4 50

Policy attached hereto/Rw

8/17/36 Rw
Cash

Exhibit and concession insurance records, 1936

San Diego Public Library – Special Collections
California-Pacific International Exposition Collection
Box 14, binder labeled *Rates – Space and List Exhibitors & Concessionaires 1936*

APPROVED INSURANCE - 1936 EXPOSITION

1

	P.L. CARRIER	P.D. CARRIER	COMP.CO.	Checked	Pool	Brok-ered	Other
A							
ALLEN'S BARNYARD CAFE	Gen. Cas. Co.	Not covered	Colonial Mut.				*
ALMOND PRODUCTS	Gr. Amer	Not covered	Gr. Amer.				
ALPHA THE ROBOT	~~Lloyds~~	~~Not carried~~	F.F. & Hart	*			
ARDEN(DAIRY Products etc)	Gr. Amer.	Not covered	Gr. Amer.			*	
ACE JANITOR SERVICE COMPANY	F.F. & Hart.	Not covered	No Employees	*			
B							
BALL BROTHERS COMPANY	F.F. & Hart	Not covered	State Comp.Fd.	*			*
BANK OF AMERICA,N.T. & S.A,	Firemans Fd.	Fire.Fd	Not determined				*
BOHEMIAN DISTRIBUTING CO.	Zurich Gen.	Zurich	Pacific Emp.				*
BOSCH ELECTRIC BAKING MACH.CO.	F.F. & Hart	Not carried	Not carried	*			
BARBER SHOP - Joe Owens	Metro.Cas	Not covered	Natl. Auto				*
BEST FOODS, INC	Pac. Ind.	Pac. Ind.	Pac. Ind.				*
BLONDEL, Marguerite	F.F.& Hart	Not covered	Not carried	*			
BOY SCOUTS OF AMERICA	Lloyds	Not carried	Undetermined	*			
BEECHNUT PACKING COMPANY	Not determined by instructions of Legal Dept. BDW/cc						
BODE, A.	Lloyds	Not carried	Not determined	*			
C							
CALAVO GROWERS OF CALIFORNIA	Metro. Cas.	Not covered	Natl. Auto.				*
CAFE OF THE WORLD, Inc.	F.F.H& Lloyds	" "	F.F. & Hart.	*			
CHURCH LATTER DAY SAINTS	Metro.Cas	~~Metro.Cas.~~	o.k.BDW/Rw NotDeter.				*
COCA COLA LOUNGE	F.F.& Hart	Not covered	F.F. & HART.	*			
CHRISTIAN SCIENCE ACTIVITIES	Great Amer.	Not covered	Great Amer.			*	
CZECHOSLOVAKIAN EXHIBIT	Metro. Cas.	Not covered	No employees				*
CRAMER, M. B. - ~~xxxxxxxxxxx~~	Various F.F. & Hart.	Not covered		*			
CUDAHY PACKING COMPANY	F. F. & Hart.	F. F. & Hart.	Self-Insured			*	
CANDLE SHOP & CATALINA POTTERY	Metro.Cas.	Not covered	o.k.BDW/Rw Not Determ.				*
CHILDREN'S NURSERY-Baby Bank	F.F. & Hart.	Not covered	No employees	*			
CALIFORNIA REDWOOD GIFT SHOP	F.F. & Hart	Not carried	No employees	*			
CAMP FIRE GIRLS	Lloyds	Not carried	Not Determin.				
CAFE DEL REY MORO	F.F. & Hart and Lloyds	Not carried	F.F. & Hart.	*			

BETTER HOUSING | P.D. & LIA RATES | FIRE RATES | SPACE & FLOOR CONCESSIONS | EXHIBITS | SPECIAL CONTRACTS

APPROVED INSURANCE - 1936 EXPOSITION

	P. L. Co.	P. D. Co.	COMP. Co.	Checked	Pool	Brokered	Other
D DESERT DATE SHOP	F.F.& HART.	F.F.& HART.	Not Determined	4/30/36	*		
DEL MONTE COMPANY	Pac. Ind. Co	Not covered	Self-Insurors for employees	4/1/36			*
DAGGETT & CO. ,Ltd. P.A.(Scales)	F.F.& Hart.	do		4/3/36	*		
DOBBS, Geo. G. (Canes)	do	dO	F.F. & Hart.	4/3/36	*		
DIXRAM ELECTRIC BAKING MACHINE	F.F. & Hart.	do	No Employees	4/1/36	*		
E ENGLISH CONCESSIONS, Inc.	Sub-let to Globe Theatre & Falstaff Tavern				XXX		
EXPOSITION TRANSPORTATION CO.	PAC.IND.	PAC. IND.	PAC. IND.				*
EL REY PRODUCTS COMPANY	Zurich	Zurich	Amer. Motor	4/23/36			*
F FALSTAFF TAVERN, LTD.	F.F.& HA RT.	Not covered	F.F. & Hart.		*		
FRONT PAGE SHOW	F.F.& HArt.	F.F.& HART.	do	5/27/36	*		
FRATERNAL ORDER OF EAGLES	Lloyds	Lloyds	Mary. Cas.	6/10/36	*		
FOOT COMFORT STATION	F.F. & Hart	Not covered	No employees	4/4/36	*		
FULLER & CO. W. P.	Hart.(S. F.)	Not covered	Ass.Ind.Corp.	4/23/36			*
FANCHON & MARCO, INC.	F.& F. & HART	F.F. & HART	Travelers				*
FEDERATED CHURCH BROTHERHOOD	Mass. Bond.	Not covered	No employees	3/27/36		*	
FISHER FLOURING MILLS CO	Gen. Cas	Gen Cas	Natl. Auto				*
FEEMSTER COMPANY, W. R.	F.F.& Hart.	Not carried	Not Determined	3/27/36	*		

APPROVED INSURANCE - 1936 EXPOSITION

	P.L. Co.	P.D. Co.	Comp.Co. Checked	Pool	Brok-ered	Others
G						
GEFROJ STUDIO -G. Whitson	F.F.& HART.	NOT Covered	State Fund	*		
GLOBE-BEN HUR DISPLAY 7/7/36	do	do	State Fund 1/27/36	*		
GLOBE THEATRE PRODUCTIONS, In.	do	F.F. &HART.	F.F.& Hart. 6/16/36	*		
GRUNDY, J.E. - Checking Stands	Lloyds *	Lloyds*	Nat'l.Auto.*-	*		*-
GOODWILL INDUSTRIES...	F. & C. N.Y.	Not covered.	F.& C. N.Y. 4/23/36		*	
GENERAL ELEC. X-RAY CORP.	Lumb. Mutual	Not covered	Lumb. Mutual			*
GIRLS SCOUTS OF AMERICA	Lloyds	Not carried	Not.Determin.			
H						
HILL CANDY COMPANY Now N.Barnet	F.F.& HART.	F.F.& HART.		*		
HUGHES, Thos. J. Now C.P.I.E.Co.	Lloyds	Not carried	Expo.	*		
HOROSCOPE STANDS - M.B. Cramer	F.F.& Hart.	Not covered		*		
I						
INTERNATIONAL DRUG CO.	Lloyds	Lloyds	Colon.Mut.*- 6/3/36	*		*-
INDIAN TRADING POST ?	F.F. & Hart.	Not covered		*		

APPROVED INSURANCE - 1936 EXPOSITION

	PL. CO.	P.D. CO.	COMP. CO.	Checked	Pool	Brok-ered	Others
J							
JAPANESE TEA PAVILION	F.F& HART.	Not covered	Natl.Auto	*			*
JOHNSON, Mildred N.	do	F.F. & Hart.	F.F. & Hart		*		
JUISTRACTORS	Metro.Cas	Not.covered	Natl. Auto	3/28/36 Rec			*
~~JENNINGS~~ & JONES	3/17/36 COM. CAS.	Com. Cas.	No Employees	3/17/36 Rec	6/18/36		*
JUSTRIGHT COMPANY	Liberty Mutual	Not covered	No employees				*
K							
KLAUBER-WANGENHEIM COMPANY	3/5/36 F.F. & Hart.	Not Covered	State	3/5/36 Rec	*		
KLICKA LUMBER & FINANCE CO.	do	do	Pac. Empl.	4/15/36 Rec	*		*
KRISPY KAKE KONE COMPANY	F.F. (LA.)	F.F. (L.A.)	NewAmst.Cas	4/3/36 Rec			*
KNICKERBOCKER NURSERY	F.F.& HART. & F.F.	~~F.F.& Hart~~ F.F.	L		*		
Kerr GLASS MFG. CORP.	Hart A. & I	Hart. & A. & F. I.	U.S.F.&G				*
KIRBY GLASS HOUSE, Edna	L.L.Ind.Co.	Not carried	Not determined	6/19/36 Rec			*
L							
~~ACRO PLANE~~ LOOP-O-PLANE/(Lowndes & McMahon)	Lloyds	Lloyds	No Employees	5/27/36 Rec	*		
LIBERTY ORCHARDS	F.F.& Hart.	F.F. & Hart	F.F.& HART	4/13/36 Rec	*		
LOS ANGELES BREWING COMPANY	Hart.& F.F.	Hart.& F.F.	No Employees	3/24/36 Rec			*
LOS ANGELES WATER & POWER CO.	Not determined see original contract/LWB			6/19/36 Rec			
LAKESIDE RODEO	GlobeInd.Co	Not covered	Globe Ind.		*		

BETTER HOUSING P.D. & L/A RATES
FIRE RATES
SPACE & BOOTH CONCESSIONS
RATES
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APPROVED INSURANCE - 1936 EXPOSITION

	P.L. Co.	P.D. Co.	Comp. Co.	Checked	Brok-ered	Pooled	Others
M							
MADILL& DAVIS-Stranger than Fict.	F.F. & HART.	F.F. & HART	F.F. & HART	4/13/36	*		
MIDWAY TRADING POST & Wreck.Co.	Lloyds	Not covered	Not. Deter.		*		
MISSION BEACH COASTER Co. Ry. Min.	Hart. & Lloyds	do	Hart. Annual policy			*	
MISSION BEACH CO. Merry-go Rd	Pac. Ind.	do	Self Employers	6/1/36			*
MUTUAL ORANGE DISTRIBUTORS	Lbrm.Mut.	Not Covered	Lbrm. Mut.	5/27/36			*
MINITMAID COOKERS	Metropolitan	Not covered	National/ Auto	5/5/36			*
MASONITE CORPORATION	Emp.Mut.Ind.	Emp.Mut.Ind.	Emp.Mut.Ind.	5/1/36			*
MARCHANT WATER FAUCETS	Mary. Cas.Co.	Not covered	Not Determined	5/28/36			*
MADILL & DAVIS, Inc. (33-Stands)	Lloyds	Not carried	F.F. & Hart	6/26/36	*		
MONOLYTH PORTLAND CEMENT CO.	U.S.F.& G.Co	Not carried	Fire.Fund(L.A)				*
N							
NATIONAL HEATING & ENGINEERING	CO.F.F.& HART*	F.F.& HART*	Fid & Cas *	5/27/36	*		*
NATIONAL SUPER PRODUCTS CO. 3/27/36	Metro. Cas.	Metro. Cas.	Nat'l.Auto	3/27/36			*
NUDIST COLONY, Inc.	F.F. & HART.	Not Covered	F.F. & HART.		*		
NATIONAL CONCESSIONS CO.	Lloyds	Lloyds	Natl Auto*	6/15/36	*		*
O							
OLSEN ILLUMINATING COMPANY,Ltd	U.S. GUAR.CO	U.S.GUAR.CO	PACIF.EMP.	5/7/36			*

APPROVED INSURANCE - 1936 EXPOSITION

	P. L. CO.	P. D. CO.	COMP. CO.	Chk'd.	Pool	Brok-ered	Others
P							
PALISADES CAFE -J.S.Krutzler	Occid.Ind.	Occd.Ind.	Occd.Ind. Co.	3/7/36			*
PAYNE FURNACE & SUPPLY COMPANY	F.F.& HART.*	Not Covered	Calif. Cas.*	3/6/36	*		*-
PHILLIPS, R. J. Agt.Assoc....	do *	do	Fid.& Cas.*	4/14/36	*		*-
PACIFIC CLAY PRODUCTS	Ind.N. A.	Ind. N.A.	Pacific Ind.	4/4/36			*
PALMISTRY BOOTH - V.Champ	F.F. & HART.	Not covered	F.F. & HART.	3/6/36	*		
PENNY ARCADE & SKEE ALLEY	DO	DO	No employees		*		
PALACE INTERNATIONAL ART	Gen'l.Cas.	Gen'l.Cas.	Nat'l.Auto	4/18/36			*
PACIFIC GAS RAIDIATOR CO.	U.S. PACIFIC	Not covered	Calif.Cas.Ind.	4/23/36			*
PACIFIC GREYHOUND LINES, etal	F.F. & HART	F. F. & Hart	Self-Insurors	4/8/36	*		
PARAFFINE COMPANIES, Inc.	F.F.IND.CO	F.F.IND.CO	Self-Insurors				*
PHOTOGRAPHIC CONCESSION	F.F.& Hart*	Not carried	Not Determined	6/3/36	*		
PENNY CRUSHER - Callahan, J.F.	Lloyds ~~F.F.& Hart.~~	Not carried	Not determined	6/2/36	*		
Q							
R							
REES-STEALY CLINIC	Mary.Cas.	Mary.Cas.	Mary.Cas.		*		
RITTENHOUSE, Jean A.	Expo. only Master policy	Not covered			xxx		
RUDY, A	Lloyds	Not carried	Not Determ.		*		

Sales 4/14/36

BETTER HOUSING | P.D. & LIA RATES | FIRE RATES | SPACE & FLOOR | CONCESSIONS | EXHIBITS | SPECIAL CONTRACTS

APPROVED INSURANCE - 1 9 3 6 EXPOSITION

	P.L. Co.	P.D. Co.	Comp. Co.	Chk'd.	Pool	Brok-ered	Others
S.D. CON. GAS & ELEC.et al	Lloyds *	Not covered	Fid.& Cas.*	5/27/36	*		*-
S.D. AMER. LEGION POST #6	Lloyds Com'l.Cas.	Com(l.Cas.	Nat'l.Auto	4/27/36 (Am Ex)			*
SENSENBRENNER SONS, A.	Pac.Ind.	Not covered	State Fund	2/27/36			*
SMITH, R. E. -Boulder Dam	do	do	Pac.Ind.				*
SOUTHERN COUNTIES GAS, etal	F.F & HART. *	do	Fid.& Cas.*	4/17/36	*		*-
SOUTHERN PACIFIC CO.	Pac.Ind.	Pac.Ind.	Not Determined				*
SPRECKELS SUGAR CO.-Sea Island	do	do	Self Insurors	3/17/36			*
SPRECKELS COMPANIES-Honey Dew	do	do	do	3/17/36			*
STANDARD OIL COMPANY	do	do	dp				*
SWOOPER RIDES - A. A. Tremp	Lloyds	Lloyds	Not determined annual policy	5/13/36	*		
STAR & CRESCENT BOAT COMPANY			F.F.Ind. /*-				*-
SILVERA, A.	Metro.Cas.	Not covered	Not Determined				*
SEVEL, Inc.	Zurich	do	Zurich	4/29/36			*
S.D. HOMECRAFTERS	F.F.& Hart.	do	U. S. C.	5/27/36	*		
SHELL OIL COMPANY "The Gadget"	Pac.Ind.	Pac.Ind.	Undetermined	5/27/36			*
SULLIVAN, Tim J. Fountain pens	F.F. & HART.	Not covered	No employees	5/5/36	*		
STROBEL, Willi	Travelers	do	Travelers				*
S.D. ICE & COLD STORAGE CO.	Pac. Ind.	do	Calif.Cas.Co.	4/[illegible]/36			*
SEA FOOD PALACE -Jas.Merritt	Glens Falls	Glens Falls	Glens Falls	6/18/36	*		
SANTA FE RAILWAY COMPANY	Self-Ind.	Self-Ind.	Self-Insuror				*
SAN DIEGO ART GUILD	Lloyds	Not covered	Not Determ.		*		
SAN DIEGO FIRE EQUIP. CO.	Lloyds	Not carried	Not determ.	5/7/36	*		
SEARS, ROEBUCK & CO.	Self-Insurors	Self-Insur.	Self-Insurors	5/16/36			*
SPANISH KITCHEN	F.F. & Hart. and Lloyds	Not carried	F.F. & Hart.	6/3/36	*		

		P.L. Co.	P.D. Co.	Comp. Co.	Checked	Pool	Brok-ered	Others
T	TELEVISION EXHIBITS, INC.	F.F.& HART.	F.F.& HART.	F.F. & HART		*		
U	UTTER & BOGGS - Various	Lloyds & F.F. & HART.	Lloyds & F.F.& HART.	F.F. & HART			*	
	UNION PACIFIC RAILROAD COMPANY	Pacific Ind.	Pacific Ind.	Pacific Ind.	6/7/36 LB			*
V	VERDUGO, M.	U.S.F. & G	Not carried	No employees				*
W	WESTERN UNION T.& T.CO.	Self-Insurors for Liability and Compensation			4/20/36 LB			
	WHITE SEWING MACHINE CO.	Cont. Cas.	Cont. Cas.	Cont. Cas.Co.	5/7/36 LB			*
	WOODING, H. E.-Pony Rides	Lloyds	Lloyds	Not Detr.		*		
	WRIGHT, Geo. B. Honey Products	Metro.Cas	Metro.Cas	No employees	4/1/36 LB			*
	WHEAT NUTS BREAKFAST FOOD CO.	Zurich Gen'l.	Not carried	Zurich Gen'l.	4/23/36 LB			*
	W.C.T.U. First	Lloyds	Not carried	Not determ.		*		
X								
Y								
Z	ZOTTER, Joseph	Lloyds	Not determined	Not Determ.	6/3/36 LB			*

1 9 3 6 CONCESSIONS, Continued

Atty's File No.	Concession Contd.	P.L.	P.D.	Comp
S	58. Paul Wilder and Harry Nasland - Coco Cola Dispensers (Coca Cola Stands)			
BWood	59. Hans Bosch & Geo. Jungmann- BOSCH ELECTRIC BAKING MACHINE COMPANY	O.K.	Not C.	Not C.
	60. E. F. Peterson - JUISTRACTORS	O.K.	No	O.K.
BWood	61. Miss Margaret B. Bales WEMPNER - ALASKAN FUR EXHIBIT	Cancelled 4-25-36		
✓	62. B. H. Haddock - FOOT COMFORT STATIONS (also see #52)	O.K.	No	No E.
✓	63. Norman A. Leiman - CATALINA & TUDOR POTTERY	O.K.	No	Not Det.
BWood	64. Star and Crescent Boar Co.			O.K.
BWood	65. A. Rudy - FRUIT STAND - Fun Zone	Lloyd's	No	No E.
BWood	66. Ting Zu Fu - TURTLES			
BWood	67. Marguerite Blondell - FANCY DOLLS	O.K.	No	No E.
L	68. Melvin B. Cramer (Gadget Town)	O.K.	No	Not D.
	69. American Telescope Co. Not on Grounds 4/27/36			
✓	70. Tim J. Sullivan - Fountain Pens	O.K.	No.	No E.
*	71. George H. Harris - Vegetable cutters, etc.	CANCELLED		CONTract
	72 BALLARD, James D. - Package Wine	CANCELLED		CONTRACT
L	73 ATLAS, Louis - Check Stand Palace of Entertainment	O.K.	NO	O.K.
✓	74 ACE JANITOR SERVICE CO. - Leo J. Still	O.K.	NO	No.E.
L	75 WEBER, Mrs. Harriett A. -Needle Work in General Exhibit Building			
	76 MADILL & DAVIS, INC. - Spanish Kitchen	O.K.	No.	O.K.
	77 BARNET, Nate - Coffee, Buttermilk and Milk			
	78 CHILDRENS' NURSERY - Isabel Banks	O.K.	No	No E.
	79 JENNINGS & JONES - Fired Potatoes	O.K.	No.	No.E.
	80 WALTER R. STUTZ - RICHARD K. FOX -Ball Game	O.K.	NO	Not Det.
	81 FRED A. BODE- Flowers & Shrubs			

1 9 3 6 CONCESSIONS, Continued

Atty's File No.	Concession - Contd.	P.L.	P.D.	COMP
	29. Mission Beach Company - MERRY-GO-ROUND	O.K.	No	Self Ins.
	30. Nate Barnet (Nuts etc.)			
	31. Norman L. Leiman (Candle Shop)	O.K.	No.	Not Det.
	32. Madill & Davis (Toys - Enchanted Land)	O.K.	No	O.K
	33. Madill & Davis (Lunches - Enchanted Land)	O.K	No	O.K.
	34. Madill & Davis (Souvenir Stands)	O.K.	No	O.K.
	35. Madill & Davis (Popcorn Stands)	O.K.	No	O.K.
	36. J. S. Madill (Strange as It Seems)	O.K.	No	O.K.
	37. J. S. Madill (Hamburger Stands)	O.K.	No	O.K.
	38. Gertrude Whitson - GEFROJ STUDIOS (Butterfly Exhibit)	O.K.	No	O.K.
	39. William J. Parker sold to A.L. SKIDMORE - PENNY ARCADE & SKEE A.	O.K.	No	No E.
	40. Nate Barnet (Popcorn Stand)			
	41. Thomas J. Hughes (Kiddie Auto Ride)	O.K.	No.	
	42. Thomas J. Hughes (Other rides)	O.K.	No	
	43. John & Grundy & Melvin J. Lattie - CHECK ROOMS	O.K.	No	O.K.
	44. Crafts 20 Big Shows (Whoopee Ride)			
	45. Crafts 20 Big Shows (Ferris Wheel)		NO	O.K.
	46. Crafts 20 Big Shows (Merry -Mix-Up & Auto Ride)			
	47. M. Verdugo - Mexican Wares in Spanish Village	O.K.	No	No E.
	48. S.D. American Legion POST No. 6	O.K.	No	O.K.
	49. Qualitee Dairy Products et al see ARDEN file	O.K.	No.	O.K.
	50. Pacific Clay Products Co.	O.K.	O.K.	O.K.
	51. Justrite Co. - Birds, etc.	O.K.	No	No.E.
	52. Foot Relief Stations - H. B. Haddock	O.K.	No.	No.E
	53. Schliesseo, Evans & Economoff -LAST SUPPER & CATHEDRAL OF MILAN			
	54. Harry May (Alpha The Robot)		No	O.K.
	55. Harry May (Death Ray)		No	O.K.
	56. Joseph Zotter - FROLIC RIDE	O.K.	No	Not Det.
	57. Felix Bley - TEMPLE OF MYSTERY	CANCELLED OUT		

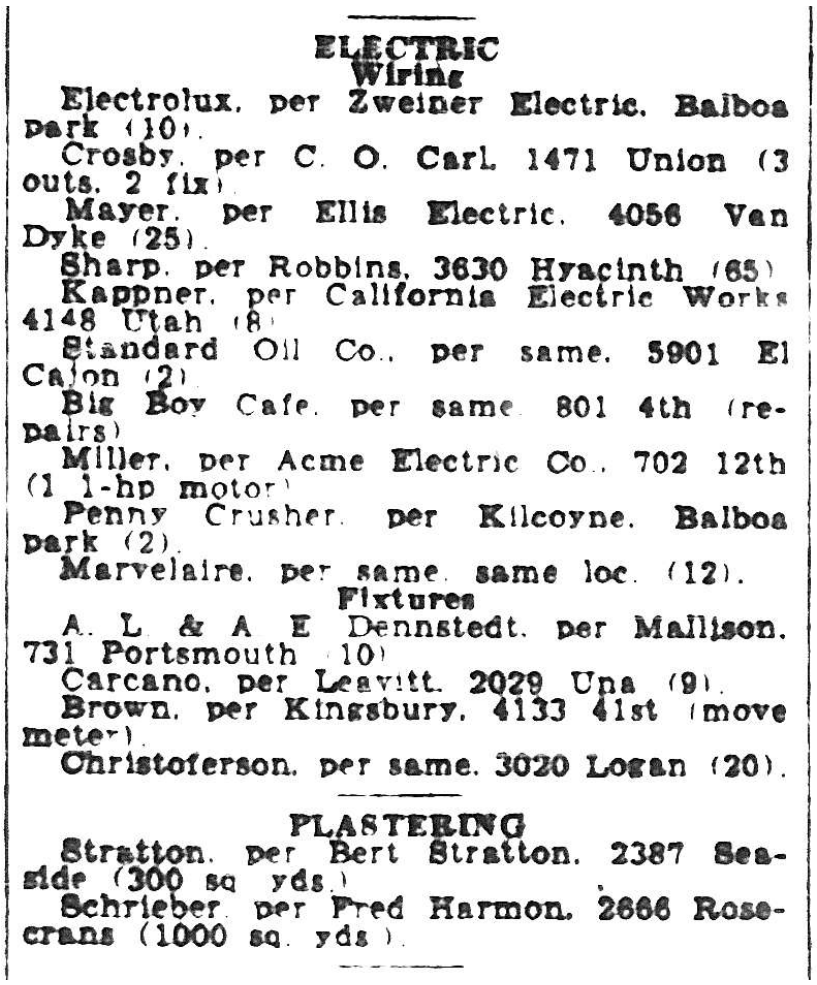
1936 CONCESSIONS

Atty's

File No. CONCESSIONS	P.L.	P.D.	Comp.
1. Nudist Colonies, Inc.	O.K.	No	O.K.
2. Melvin B. Cramer - Stand West of Organ only (Horoscopes)	O.K.	No	Not Det.
3. Midway Trading Post & Wrecking Co.	O.K.	No	Not Det.
4. Willi Strobel	O.K.	No	O.K.
5. Fanchon & Marco, Inc. (Hollywood Secrets)	O.K.	O.K.	O.K.
6. Fanchon & Marco, Inc. (Big Top Idea Circus)			
7. Fanchon & Marco, Inc. (Venuses of the World)			
8. International Drug Corporation	O.K.	O.K.	O.k.
9. P. A. MacEachern (Cancelled)	x x	x x	x x
10. H. E. Wooding - PONY RIDES	O.K.	O.K.	Not Det.
11. Louis Scarcell (Cancelled)	x x	x x	x x x
12. Melvin B. Cramer (Majestic Engineering Co.)	O.K.	No	Not Det.
13. Melvin B. Cramer (Acme Engineering Co.)	O.K.	No	Not Det.
14. Joe Owens - BARBER SHOP and MANACURE PARLOR	O.K.	No	O.K.
15. Arthur S. Billings - FRONT PAGE SHOW	O.K.	O.K.	O.K.
16. Ralph E. Smith -BOULDER DAM	O.K.	NO	O.K.
17. P. A. Daggett-Guess Your Weight Scales & Geo. G. Dobbs - Canes	O.K.	No	O.K.
18. Madill & Davis - POPCORN & Drinks - Enchanted Land	O.K.	No	O.K
19. Anthony Tremp - SWOOPER RIDES	O.K.	O.K.	Not Det.
20. J. D. Boggs - SHOOTING GALLERY	O.K.	No	O.K.
21. A. Silvera - Linens	O.K.	O.K.	Not Det.
22. Mrs. Madge Hardin Walters -INDIAN TRADING POST	O.K.	NO	Not Det.
23. Mission Beach Coaster Co. -Minatrue Railway	O.K.	No	O.K.
24. Steinberg and Dunas - NATIONAL CONCESSIONS COMPANY (Casa de Cuba)	O.K.	O.K.	O.K.
25. SEA FOOD PALACE- Anderson and Merritt, d.b.a. (Space # 3 - Spanish Village)	O.K.	O.K.	O.K
26. Violet Champ - PALMISTRY BOOTH	O.K.	No	O.K.
27. Jean Rittenhouse	Expo.-Master Lia.		
28. Joe V. Lowndes & Wm. McMahon -LOOP-OPLANE AND ACRO PLANE	O.K.	O.K.	No E.

Newspaper clipping listing electrical wiring permit for Penny Crusher, February 18, 1936

"Permits." *The San Diego Union* (San Diego, CA), February 18, 1936, p. 17.



ELECTRIC
Wiring

Electrolux, per Zweiner Electric, Balboa park (10).
Crosby, per C. O. Carl, 1471 Union (3 outs, 2 fix).
Mayer, per Ellis Electric, 4056 Van Dyke (25).
Sharp, per Robbins, 3630 Hyacinth (65).
Kappner, per California Electric Works 4148 Utah (8).
Standard Oil Co., per same, 5901 El Cajon (2).
Big Boy Cafe, per same, 801 4th (repairs).
Miller, per Acme Electric Co., 702 12th (1 1-hp motor).
Penny Crusher, per Kilcoyne, Balboa park (2).
Marvelaire, per same, same loc. (12).

Fixtures

A. L. & A. E. Dennstedt, per Mallison, 731 Portsmouth (10).
Carcano, per Leavitt, 2029 Una (9).
Brown, per Kingsbury, 4133 41st (move meter).
Christoferson, per same, 3020 Logan (20).

PLASTERING

Stratton, per Bert Stratton, 2387 Seaside (300 sq. yds.).
Schrieber, per Fred Harmon, 2666 Rosecrans (1000 sq. yds.).